

Notice of References Cited	Application/Control No. 10/763,635		Applicant(s)/Patent Under Reexamination SWEENEY ET AL.	
	Examiner M. VICTORIA VANDERHORST		Art Unit 3688	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,980,962	12-2005	Arganbright et al.	705/26
*	B	US-7,340,401	03-2008	Koenig et al.	705/2
	C	US-			
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	K	US-			
	L	US-			
	M	US-			

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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Eric T. Andersen et al. Are Sale Signs Less Effective When More Products Have Them? Marketing Science, Vol. 20, No. 2, 2001, pp 121-142
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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